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**Sellers Flock to OutletZoo.com as New Automatic Price Drop Method Moves
Excess Inventory Online**
Business Wire
Monday, October 25, 1999 08:55 EDT
WORD COUNT: 642

TEXT:
CAMBRIDGE, Mass., Oct 25, 1999 (BUSINESS WIRE) - New Zoo Categories and
Promotion-Generated Traffic Surge Help
Sellers Reach a Worldwide Audience and Get Better
Prices for Brand-Name Excess Inventory

OutletZoo.com, an online marketplace used to sell and buy brand-name
excess inventory, today announced that the number of sellers listing
items on its Web site, www.outletzoo.com, has more than tripled since
the site's launch on September 21st. Drawn by OutletZoo.com's **Automatic
Price Drop(TM)** system, which allows sellers to quickly deplete their
excess inventory at the best possible prices, new sellers are signing
on daily. OutletZoo.com's instant listing service invites sellers of
all types of merchandise to list their **excess inventory** on
OutletZoo.com.

In addition, buyer traffic on OutletZoo.com has dramatically increased;
since launch day, the average number of daily visitors has jumped by
150%. Customers are frequenting the OutletZoo.com site to find bargains
on everything from PCs and software to bagel slicers and baby-care
products. They can also register for the Great Zoo Getaway Contest,
which offers a free trip for four to either the World-Famous San Diego
Zoo or the National Zoo in Washington, D.C.

Unique "Zookeepers" Maintain Site Quality Control

Unlike auction sites such as eBay, OutletZoo.com employs retail
industry experts, dubbed "Zookeepers," who are responsible for
maintaining each product category, or "Zoo." The Zookeepers act as
"quality control" officers, monitoring each seller's offerings and
keeping product lists accurate and up-to-date. All industry veterans,
the OutletZoo.com Zookeepers rely on their long-time relationships in
their respective vertical industries to obtain brand-name merchandise
for the OutletZoo.com site.

"Not only do our Zookeepers ensure that all the merchandise offered on
our site is of the highest quality, but also that it is a true excess
inventory bargain," said Ed Samp, Chief Executive Officer and Head
Zookeeper of OutletZoo.com. "This increases sellers' credibility with
customers."

Sellers Flock to New Zoo Categories

In addition to OutletZoo.com's flagship Zoos, PCZoo and SoftwareZoo,
the Web site plans to launch more product categories, including
HousewaresZoo, ElectronicsZoo and ToysZoo, later this year. Several
major manufacturers, including childcare product manufacturer Safety
1st, have already signed on and are offering merchandise ranging from
baby monitors to cookware.

Existing sellers are continuing to see the benefits of OutletZoo.com's
Automatic Price Drop method. "Using OutletZoo our merchandise moves
faster and our customers get better prices due to regular price drops,"
says Summer Wyatt, Vice President of Operations at White Tiger
Software. White Tiger Software is currently listing a variety of
products in the SoftwareZoo, including Microsoft Encarta Encyclopedia

and Symantec SystemWorks Version 1.0.
List Products Immediately!

It's easy to list an item on the OutletZoo.com Web site; sellers need only to select the inventory, determine the start price and price drop schedule, and contact OutletZoo.com. Sellers interested in listing products on the OutletZoo.com site can register online and list immediately, or contact OutletZoo.com at 617/576-0400 or info@outletzoo.com.

About OutletZoo.Com

Founded in Cambridge, Mass. in April 1999, OutletZoo.com is revolutionizing the way consumer products are bought and sold on the Internet. The online bargain hunter's paradise, OutletZoo.com sells brand name merchandise at discounted prices through its exclusive

Automatic Price Drop(TM) system, offering periodic price drops for each of the items listed on the site. OutletZoo.com allows sellers of **excess inventory** to reach a global market of buyers interested in wholesale or retail deals, and allows them to quickly deplete their **excess inventory** at the best possible prices. For more information, contact OutletZoo.com at 617/576-0400 or on the World Wide Web at www.outletzoo.com.

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GEOGRAPHY: MASSACHUSETTS

INDUSTRY CODE: COMPUTERS/ELECTRONICS
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HARDWARE

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DIALOG(R) File 621:Gale Group New Prod. Annou. (R)
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01783426 Supplier Number: 53523907 (THIS IS THE FULLTEXT)
OpenSite Technologies, Inc. Helps AOL Raise \$100,000 With Online Charity Auction.

Business Wire, p1178

Jan 6, 1999

TEXT:

RESEARCH TRIANGLE PARK, N.C.--(BUSINESS WIRE)--Jan. 6, 1999-- OpenSite Technologies is proud to have powered the technology behind AOL's holiday online auction, which raised over \$100,000 for Share Our Strength, one of the nation's leading anti-hunger and anti-poverty organizations.

The charity auction, which ran from December 7 through December 22, offered the hottest toy of the season, Furby, and resulted in more than 19,000 bids. The highest winning bid reached \$2,515 for the popular holiday toy, with the average winning bid being \$273.

"Not only was the cause tremendously worthy, but the size and scope of this auction allowed OpenSite to showcase the capabilities of our flagship product, OpenSite Auction 3.1," said Michael Brader-Araje, OpenSite's CEO.

OpenSite contributed its auction software as well as technical expertise by enhancing the AOL installation with customized functionality through its professional services division. "What better way to demonstrate the power and efficiency of OpenSite Auction than to enable the biggest auction for the hottest toy of the season at the pre-eminent community on the web," added Brader-Araje.

More About OpenSite Technologies and OpenSite Auction

OpenSite Technologies is the market leader in Internet auction technology, offering individuals and small, medium and large businesses a comprehensive solution for creating branded interactive Web auctions. Founded in February 1996, in Research Triangle Park, N.C. with a research and development office in Buffalo, N.Y., OpenSite Technologies currently has more than 50% market share of active Web auction sites. Forrester Research predicts that online auction business to business transactions will exceed \$52.6 billion by the year 2002, while Keenan Vision predicts \$129 billion in total online auction transactions in the same timeframe.

OpenSite Auction, available on CD-ROM, **automates** the process of setting up, running and maintaining real-time auctions over the Web without additional programming. Available as a three tier product family, this scalable, flexible and easily customizable software meets a wide range of auction needs for individuals, small, medium and large customers. Using OpenSite Auction, companies can create a branded, profitable new e-commerce channel for moving **excess inventory** and first-run products. OpenSite recently won two prestigious industry awards, Fall Internet World 98's "Best of Show" for Outstanding E-Commerce Applications and Internet Commerce Expo 98's "Best of Class" in Web-based **Selling**.

More information on OpenSite Technologies and OpenSite Auction is available at www.opensite.com.

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03702122 Supplier Number: 47989884 (THIS IS THE FULLTEXT)

News Briefs

Interactive PR & Marketing News, v4, n31, pN/A

Sept 19, 1997

TEXT:

Ad-Supported Content Parent Soup Parent Branches Into Women's 'Net Market

Marketers targeting the female online population will get another advertising option in November when iVillage launches Life Soup - The Women's Network, which it touts as "the world's largest online network for women." (Rivals like Women's Wire Inc. and Hearst HomeArts Network will dispute this, of course.) Content from iVillage as well as syndicated third-party providers covers parenting, health, fitness, finance, food, and relationships and sex.

How "new" the site is, however, is open to question, because Life Soup aggregates iVillage's existing online communities (which collectively claim 51 million page views per month): Parent Soup, Parent's Place.com, About Work, and Better Health & Medical (which launched 10 days ago with \$3 million in sponsorships). The latter service, which originated in 1993 on iVillage backer America Online [AOL], is targeting healthcare and pharmaceutical marketers. (Candace Carpenter, iVillage, 212/604-0963)

Internet Marketing How 'bout Renting An Interactive Virtual Room for Your Next Meeting?

We're not sure yet if Internet connectivity will ever replace face-to-face marketing strategy meetings (although we do have our doubts). But U&I Interactive, a Santa Ana, Calif.-based Internet tools developer, last week unveiled an interactive virtual room rental program for the 'Net. Visitme.com allows users to choose among six virtual rooms to host private or public "events," chat with business associates and others worldwide, and post messages.

Venue options include a business lobby, viewing deck, living room, and lounge. Site visitors enter through a "lobby" from which they can search by room name, category, or description of subject under discussion to find the right location. They also pick one of 25 avatars (graphical representations of humans). "Owners" of the room (renters, actually) can change master key and passwords, switch from private to public access, and add/remove a message board from the room. Monthly rates start at \$2.95. (Chuck Cortright, U&I, 714/445- 0222; <http://www.uandi.com>)

Business-To-Business Online Auctions Aim to Move Excess Industrial Inventories

FairMarket Inc., a Boston-based Internet startup that hopes to bring business-to-business buyers and sellers together, is introducing a Web-based online auction aiming to give corporate purchasing heads a centralized location to get fair market prices quickly and easily.

Similar to the New York Stock Exchange, where **buying / selling** stocks is organized through a single channel, FairMarket provides a centralized forum for businesses to **buy** and **sell** excess goods directly over the Internet - "minus the middleman" (although FairMarket takes its piece). Users can anonymously list **excess inventory** they need to move.

The company will initially target **excess** semiconductors and computer components, with plans to expand into healthcare, furniture and office equipment, and industrial equipment. First public online auction is slated for next quarter. (Scott Randall, FairMarket, 617/367-9700)

Public Relations PRN Opens 'Net Press Room For Working Journalists

PR Newswire this week launched a new Web site providing a broad range of information services for use exclusively by working journalists.

The PRN Newsroom includes an easily searchable file of current releases transmitted by the service, plus an archive of earlier output. Info is provided on a real-time basis and also includes media advisories, embargoed news releases, and press contacts, none of which is available on PRN's public access sites. All materials transmitted on a PRN newsline will be available on the site (<http://www.prn media.com>) at no additional charge to the issuing organization. (Ira Krawitz, PR Newswire, 800/832-5522)

Online Ad Management Global Ad Markets Are Focus Of Big Blue/AdWare

Project

With global foci on everyone's marketing radar, IBM [redacted] and AdWare Systems, which provides info management expertise to the marketing communications industry, have teamed up to enhance the way ad agencies and marketers handle their global business.

Starting with McCann-Erickson Germany, IBM/AdWare plan to integrate a single global solution for the farflung ad agency, customized for the specialized financial and production needs of the marketing communications industry. The project will give managers anywhere in McCann-Erickson's world ready access to such mission-critical info as campaign management, media buying plans, and financial analyses, plus messaging and reporting. (Minna Vallentine, AdWare, 502/568-5080)

New Player Has Web Experience

An additional player has entered the online ad sales game. Softbank Interactive Marketing (<http://www.simweb.com>) this week hoisted its latest new media venture: a proprietary ad network of seven content areas.

As with competitors, mainly DoubleClick, ADSmart and New Century Network, Softbank promises "most favorable positioning" and has retained Price Waterhouse as official auditors. Sites involved in the network include ZDNet, Princeton Review, MPlayer, N2K Music Boulevard, HotMail, GolfWeb, EDGAR Online, Intellicast and Cyberian Outpost, to name a few. Content portfolio areas, such as arts and entertainment, finance/investing, games, sports, travel and technology. The preflight campaign program allows advertisers to test, in a limited exposure environment, potential effectiveness. (Brian Czarny, 212/704-4461)

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